

1                   DEMANDING A VIDEO PROGRAM BY USING DEMAND SHORT  
2                   MESSAGE

3                   FIELD OF INVENTION

4                   The present invention relates to video on demand (VOD), particularly to a VOD  
5                   system and a method for demanding a video program by using a demand short message  
6                   with an authentication function.

7                   BACKGROUND OF THE INVENTION

8                   In a VOD system, it is necessary to have a return channel for transmitting a user  
9                   request to a VOD service provider. In a conventional VOD system, a user usually make a  
10                  demand for video through a return channel like the Internet or a dual-directional cable  
11                  used in cable TV broadcasting, such as the systems disclosed in US patent US5945987,  
12                  “Interactive Entertainment Network System and Method for Providing Short Sets of  
13                  Preview Video Trailers”, US patent US5973722, “Combined Digital Audio/Video on  
14                  Demand and Broadcast Distribution System”, US patent publication US2002/0019984A1,  
15                  “Headend Cherrypicker with Digital Video Recording Capability” and etc. However, in  
16                  the case that it is inconvenient for a user to utilize the Internet, or there is no return  
17                  channel of a dual-directional cable used in cable TV broadcasting, the user can only  
18                  makes a demand for video via a telephone. Furthermore, when making a demand for  
19                  video by using the above-mentioned return channel of the Internet or the dual-directional  
20                  cable used in cable TV broadcasting, not only the cost and expense are relatively high, but  
21                  also the use of the user is inconvenient. In the case of demanding a video program by  
22                  phone, it is difficult to guaranty the security and privacy.

23                  A method for solving the above-mentioned problem is to send a short message to a  
24                  demand processing apparatus by using an apparatus indirectly connected to the demand  
25                  processing apparatus of the VOD system, so as to realize the demanding of a video

1 program. The short message can be realized as a remote communication between people  
2 with low cost and is convenient for computer processing. Therefore, the short message is  
3 widely applied in the current mobile communication system and the social life of people.  
4 In addition, using the short message as a return channel further omits such works which  
5 are not only troublesome but also expensive as reconstructing a CATV cable into a  
6 dual-directional cable, installing an Internet access unit and function for a user's receiving  
7 apparatus, etc.

8 However, the conventional short message application has such an obvious  
9 disadvantage as being limited only to exchanging information with a low security  
10 requirement. This is because a user identity can only be authenticated by the phone  
11 number, and if a family has several mobile phones and each family member can use any  
12 one of the mobile phones to send a short message, then the phone number will not be a  
13 suitable identifier for the VOD system. In addition, it is also not safe to use a phone  
14 number as an identifier; e.g., one can use the phone number of another one to send a short  
15 message for demanding a video. Furthermore, the current short messages are all sent in  
16 plain text without encryption, so their safety and security are difficult to be guaranteed.  
17 As the hacker technology develops continuously, it has been not very difficult to identify  
18 the ID of a user's mobile phone and use it. Thus, if VOD is made by using a short  
19 message of mobile phone, the security can not be ensured.

20 **SUMMARY OF INVENTION**

21 Considering the above mentioned situation, an aspect of the present invention is to  
22 provide a Video-on-Demand method for demanding a video program by using a demand  
23 short message with an authentication function, so as to realize the remote VOD  
24 conveniently and safely with low cost and high security.

25 Another aspect of the present invention is to provide a Video-on-Demand system  
26 for demanding a video program by using a demand short message with an authentication

1 function, so as to realize the remote VOD conveniently and safely with low cost and high  
2 security.

3 Yet another aspect of the present invention is to provide a demand short message  
4 generating apparatus and method for generating a demand short message with an  
5 authentication function.

6 Still another aspect of the present invention is to provide a demand short message  
7 processing apparatus and method for processing a demand short message with an  
8 authentication function.

9 In order to achieve the above-mentioned aspects, the present invention provides a  
10 Video-on-Demand method for demanding a video program via a short message,  
11 comprising the steps of: generating, at a user end, a demand short message including  
12 information on the demanded video program, said demand short message including at  
13 least a User Identifier field, a Program Identifier field of the demanded video program and  
14 an Authentication field; sending to a program delivering end the generated demand short  
15 message; receiving the demand short message at the program delivering end, and  
16 processing the received demand short message to extract the user identifier and using the  
17 Authentication field to authenticate the legality of the user; after authenticating the  
18 legality of the user successfully, sending program content corresponding to the program  
19 identifier from the program delivering end to the user end indicated by the user identifier;  
20 and receiving the demanded video program at the user end.

21 According to yet another aspect of the present invention, there is provided a short  
22 message generating means in a Video-on-Demand system, comprising: a receiving unit  
23 for receiving a user demand; a program information generating unit for generating,  
24 according to the user demand, program information including at least a User Identifier  
25 field and a Program Identifier field of the demanded video program; an Authentication  
26 field generating unit for generating an Authentication field according to the program  
27 information generated by the program information generating unit; and an output unit for  
28 outputting said program information and the Authentication field as a demand short  
29 message to the short message sending means.

1        **BRIEF DESCRIPTION OF THE DRAWINGS**

2        The present invention can be understood better from the following description in  
3        conjunction with the accompanying drawings, where a like reference sign refers to a unit  
4        with a same structure, and in which:

5        Fig. 1 is a block diagram of a VOD system according to a preferred embodiment of  
6        the present invention;

7        Fig. 2 is a detailed block diagram of the short message generating means in Fig. 1  
8        according to a preferred embodiment of the present invention;

9        Fig. 3 is view showing the format of the demand short message generated by the  
10      short message generating means in Fig. 2 according to a preferred embodiment of the  
11      present invention;

12      Fig. 4 is a detailed block diagram of the short message processing means in Fig. 1  
13      according to a preferred embodiment of the present invention; and

14      Fig. 5 is a flow chart of a VOD method according to a preferred embodiment of the  
15      present invention.

16        **DESCRIPTION OF THE INVENTION**

17      The present invention provides Video-on-Demand methods and apparatus for  
18      demanding a video program by using a demand short message with an authentication  
19      function, so as to realize the remote VOD conveniently and safely with low cost and high  
20      security. The present invention also provides a Video-on-Demand system for demanding  
21      a video program by using a demand short message with an authentication function, so as  
22      to realize the remote VOD conveniently and safely with low cost and high security. The  
23      present invention also provides a demand short message generating apparatus and method  
24      for generating a demand short message with an authentication function. It also provides a

1 demand short message processing apparatus and method for processing a demand short  
2 message with an authentication function.

3 In an example embodiment, the present invention provides a Video-on-Demand  
4 method for demanding a video program via a short message, comprising the steps of:  
5 generating, at a user end, a demand short message including information on the demanded  
6 video program, said demand short message including at least a User Identifier field, a  
7 Program Identifier field of the demanded video program and an Authentication field;  
8 sending to a program delivering end the generated demand short message; receiving the  
9 demand short message at the program delivering end, and processing the received  
10 demand short message to extract the user identifier and using the Authentication field to  
11 authenticate the legality of the user; after authenticating the legality of the user  
12 successfully, sending program content corresponding to the program identifier from the  
13 program delivering end to the user end indicated by the user identifier; and receiving the  
14 demanded video program at the user end.

15 In the above VOD method according to the present invention, if a video program  
16 demanded by a user needs to be encrypted, then an encrypted reply message containing a  
17 content key of the video program is generated and sent to the user end, thus the content  
18 key can be decrypted from the encrypted reply message at the user end, and the video  
19 program received from the program delivering end is decrypted by the content key.

20 In the present invention, there is provided an embodiment for a Video-on-Demand  
21 system for demanding a video program via a short message, comprising: a short message  
22 generating means for receiving a user demand, and generating a demand short message  
23 based on the user demand, said demand short message including at least a User Identifier  
24 field, a Program Identifier field of the demanded video program and an Authentication  
25 field; a short message sending means for sending the demand short message generated by  
26 the short message generating means; a demand short message processing means at a  
27 program delivering end for receiving the demand short message, and processing the  
28 received demand short message to extract the user identifier and using the Authentication  
29 field to authenticate the legality of the user, and sending the program identifier of the

1 demanded program by a legal user to video delivering means; a video delivering means  
2 for sending program content corresponding to the program identifier from the program  
3 delivering end to the user end indicated by a legal user identifier; and a program playing  
4 means at the user end for receiving the video program sent by the video delivering means  
5 and playing it back to the user.

6 In the above VOD system according to the present invention, if a video program  
7 demanded by a user needs to be encrypted, then the demand short message processing  
8 means further generates an encrypted reply message containing a content key of the video  
9 program and sends it to the user end, the program playing means at the user end can  
10 decrypt the content key from the encrypted reply message, and decrypt the video program  
11 received from the video delivering means according to the content key.

12 In another embodiment, the present invention also provides a short message  
13 generating means in a Video-on-Demand system, comprising: a receiving unit for  
14 receiving a user demand; a program information generating unit for generating, according  
15 to the user demand, program information including at least a User Identifier field and a  
16 Program Identifier field of the demanded video program; an Authentication field  
17 generating unit for generating an Authentication field according to the program  
18 information generated by the program information generating unit; and an output unit for  
19 outputting said program information and the Authentication field as a demand short  
20 message to the short message sending means.

21 The present invention further provides a short message generating method in a  
22 Video-on-Demand system, comprising the steps of: receiving a user demand; generating,  
23 according to the user demand, program information including at least a User Identifier  
24 field and a Program Identifier field of the demanded video program; generating an  
25 Authentication field according to the generated program information; and outputting said  
26 program information and the Authentication field as a demand short message to the short  
27 message sending means.

28 According to still another embodiment, there is provided demand short message  
29 processing means in a Video-on-Demand system, comprising: a receiving unit for

1 receiving a demand short message; an extracting unit for extracting a user identifier from  
2 the demand short message received by the receiving unit; an authentication unit for  
3 authenticating the legality of the user identified by the user identifier extracted by the  
4 extracting unit, according to the Authentication field in the demand short message  
5 received by the receiving unit; and an outputting unit for outputting the program identifier  
6 of the program which the legal user demands.

7 According to a still other embodiment of the present invention, there is provided a  
8 demand short message processing method in a Video-on-Demand system, comprising the  
9 steps of: receiving a demand short message; extracting a user identifier from the received  
10 demand short message; authenticating the legality of the user identified by the extracted  
11 user identifier, according to the Authentication field in the received demand short  
12 message; and outputting the program identifier of the program which the legal user  
13 demands.

14 Using the VOD system and method, the short message generating means and  
15 method, and the demand short message processing means and method, according to the  
16 present invention are not only convenient and reliable, but also simple and easy for  
17 execution, omitting the dual-directional reconstruction for the system demanding a video  
18 through a CATV cable, and making those users without Internet access convenient.  
19 Meantime, the security is guaranteed, providing a good operating environment for an  
20 operator.

21 An embodiment of the present invention will be described hereinafter in detail in  
22 conjunction with the drawings. In the following description, known units in a  
23 conventional VOD system will no longer be described so as to prevent unnecessary  
24 details from confusing the present invention.

25 Figure 1 is a block diagram of a VOD system according to a preferred embodiment  
26 of the present invention. As shown in Figure 1, a VOD system according to a preferred  
27 embodiment of the present invention comprises: a short message generating means 12 for  
28 receiving a user demand, and generating a demand short message based on the user  
29 demand, said demand short message including at least a User Identifier field, a Program

1 Identifier field of the demanded video program and an Authentication field; a short  
2 message sending and receiving means 14 for sending the demand short message  
3 generated by the short message generating means and for receiving a reply message, sent  
4 from a program delivering end and including a confirmation message informing that the  
5 demand short message has been received; a demand short message processing means 15  
6 at the program delivering end, which, e.g., makes a request to a processing server for  
7 receiving the demand short message, processing the received demand short message to  
8 extract the user identifier and using the Authentication field to authenticate the legality of  
9 the user, and sending the program identifier of the demanded program by a legal user to  
10 the video delivering means 16 such as a VOD server; a video delivering means 16 for  
11 sending program content corresponding to the program identifier from the program  
12 delivering end to the user end indicated by a legal user identifier; and a program playing  
13 means 13 at the user end for receiving the video program sent by the video delivering  
14 means 16 and playing it back to the user.

15 In the system, the short message sending and receiving means 14 for sending the  
16 demand short message is generally a mobile phone which are very popular currently,  
17 thereby not only making the user who is inconvenient to access using the Internet  
18 convenient to request a video service, but also omitting the dual-directional  
19 reconstruction for an existing CATV cable, thus contributing to the popularity and  
20 development of the VOD service. Of course, in the system, any other means capable of  
21 sending a short message can be used as the short message sending and receiving means  
22 14. For example, in some cities a service for sending a short message by fixed phone has  
23 been opened, therefore a short message can also be sent by using a fixed phone. In  
24 addition, the connection between the short message generating means 12 and the short  
25 message sending and receiving means 14 can be either wireless connection or a wired  
26 connection.

27 That the VOD system requires relatively high safety and reliability, and a service  
28 provider for supplying a VOD service must be able to authenticate whether a demanding  
29 user is a legal user. But the current common short message is sent in plain text which is

1 easy to be imitated, thus the authentication of the security and the user legality can not be  
2 achieved by using a conventional short message format. The short message generating  
3 means 12 according to the present invention then can generate a short message with an  
4 authentication function which is secret and can authenticate the user legality. The short  
5 message generating means 12 according to the present invention and its generated  
6 encrypted short message format will be described in detail hereinafter.

7 Figure 2 is a detailed block diagram of short message generating means 12  
8 according to a preferred embodiment of the present invention. As shown in Figure 2,  
9 short message generating means 12 according to a preferred embodiment of the present  
10 invention comprises: a receiving unit 201 for receiving a user demand; a program  
11 information generating unit 202 for generating related user-demanded program  
12 information including a User Identifier field, a Program Identifier field of the demanded  
13 video program, a Format Identifier field for defining a format of said demand short  
14 message, a Demand Time field for indicating the time for sending said demand, a  
15 Playback Time field for indicating the start time of video playing, and etc.; an  
16 Authentication field generating unit 203 for using a digest algorithm such as MD5 to  
17 compute a digest of the above-mentioned fields, encrypting the computed digest with an  
18 encryption algorithm such as 3DES by using a secret authentication key that is uniquely  
19 assigned in advance by the video delivering means and that is corresponding to short  
20 message generating means 12, so as to generate an Authentication field; and an output  
21 unit 204 for outputting said program information and the Authentication field as a  
22 demand short message to the short message sending and receiving means 14.

23 In order to be more secure, the short message generating means 12 can be further  
24 provided with an encryption unit (not shown in the drawings) for encrypting all the fields  
25 in the generated demand short message except the Authentication field, so as to enable  
26 the related user-demanded program information more secure and reliable. At this time,  
27 the Authentication field can be a field obtained by computing a digest of other encrypted  
28 fields mentioned above and using a secret authentication key to encrypt.

1        In addition, in order to facilitate sending, receiving and conforming to the current  
2 short message, the sum of the lengths of all the fields is preferably not larger than 100  
3 bytes. The demand short message can also include an Optional field not larger than 40  
4 bytes, which contains optional data that may describe the demand more precisely.

5        An advantageous format of the demand short message generated by short message  
6 generating means 12 of the present invention is shown in Figure 3. The description of  
7 each field is as follows.

8        A Format Identifier field of 8 bits defines a format of said demand short message;

9        A User ID field of 32~64 bits identifies a user and a short message generating  
10 means;

11        A Program ID field of a variable length between 20-72 bytes indicates a video  
12 program demanded by a user;

13        A Demand Time field of 32 bits indicates the time for sending the demand;

14        A Playback Time field of 32 bits indicates the start time of video playing, such as  
15 "RIGHT NOW";

16        An Optional field of less than 40 bits contains optional data that may describe said  
17 demand more precisely; and

18        An Authentication field of 128 bits is an encrypted digest of all above message,  
19 which can be checked by the demand short message processing means 15, to  
20 prove that it is a legal user who sends a demand short message, so as to allow the  
21 video delivering means 16 to send a program content only to the legal user end.

22        Corresponding to the short message generating means 12, the demand short  
23 message with an authentication function, generated by the short message generating  
24 means 12 and sent by the short message sending and receiving means 14, must be able to  
25 be encrypted in the demand short message processing means 15 at the side supplying a  
26 VOD service. Figure 4 shows a detailed block diagram of the demand short message  
27 processing means 15 according to a preferred embodiment of the present invention.

28        As shown in Figure 4, the demand short message processing means 15 according to  
29 an example embodiment of the present invention comprises: a receiving unit 401 for

1 receiving a demand short message send by short message sending and receiving means  
2 14; an extracting unit 402 for processing the received demand short message and  
3 extracting program-related information such a user identifier and etc.; an authentication  
4 unit 403 for using a digest algorithm such as MD5 to compute a digest of said User ID  
5 field, Program ID field, Format Identifier field, Demand Time field and Playback Time  
6 field, extracted by the extracting unit 402, encrypting the computed digest with an  
7 encryption algorithm such as 3DES by using a secret authentication key uniquely and  
8 correspondingly assigned to the short message generating means 12 at the user end in  
9 advance by the video delivering means 16, so as to generate an Authentication field in a  
10 demand short message, and checking whether the calculated Authentication field and the  
11 received Authentication field are identical; a reply message generating unit 404 for  
12 generating a reply message, to be sent to short message sending and receiving means 14,  
13 which at least contains a confirmation message indicating the demand short message has  
14 been received; and an outputting unit 405 for sending to program playing means 13 the  
15 confirmation reply message generated by the reply message generating unit 404 through  
16 the short message sending and receiving means 14, or, in the case that a video program is  
17 sent by means of a conditional access system, for outputting the reply message to the  
18 video delivering means 16 which sends the reply message together with the encrypted  
19 video content to the short message generating means 12. Meantime, the outputting unit  
20 405 outputs to the video delivering means 16 the program-related information extracted  
21 by the extracting unit, such as the User ID field, Program ID field, Format Identifier field,  
22 Demand Time field and Playback Time field, so that video delivering means 16 can  
23 provide the demanded video program only to a legal user.

24 The simplest format of the reply message is obtained by adding a key field  
25 containing a content key indicating the encryption on the basis of the above demand short  
26 message. The length of the key field is not larger than 128 bits. Wherein, the encrypted  
27 content key is encrypted by using a device key corresponding to a unique ID of the short  
28 message generating means, exclusively and correspondingly assigned by video delivering  
29 means 16. Furthermore, due to well-known encryption knowledge that the more a single

1 key is used the more difficult the guaranty of its security is, it is advantageous that the  
2 device key is different from the authentication key, although not necessary.

3 In addition, the short message generating means 12 at a user end should further  
4 include a reply message decrypting unit for decrypting a content key from a received  
5 encrypted reply message and decrypting the video program received from the video  
6 delivering means 16 according to the decrypted content key. Furthermore, if an  
7 encrypting unit for encrypting a demand short message is configured in the short message  
8 generating means 12, then a decrypting unit (not shown) for decrypting the encrypted  
9 demand short message received from the short message sending and receiving means 14  
10 should be configured in the demand short message processing means 15.

11 The above-mentioned relates to the VOD system according to a an embodiment  
12 according to the present invention. A method for a user to demand a video program in the  
13 above-mentioned VOD system will be described hereinafter. A VOD method according  
14 to the present invention comprises the steps of: firstly, generating, at a user end, a demand  
15 short message including information on the demanded video program, said demand short  
16 message including at least a User Identifier field, a Program Identifier field of the  
17 demanded video program and an Authentication field; then sending to a program  
18 delivering end the generated demand short message; receiving the demand short message  
19 at the program delivering end, and processing the received demand short message to  
20 extract the user identifier and using the Authentication field to authenticate the legality of  
21 the user; next, after authenticating the legality of the user successfully, sending program  
22 content corresponding to the program identifier from the program delivering end to the  
23 user end indicated by the user identifier; and subsequently, receiving the demanded video  
24 program at the user end.

25 The above-described VOD method used in the above-mentioned VOD system, so  
26 as to allow user to conveniently demand a favorite program by using a short message with  
27 an authentication function, and not increase additional spending, will be described in  
28 detail in conjunction with Figure 5. Figure 5 is a flow chart of a VOD method according  
29 to a preferred embodiment of the present invention. As shown in Figure 5, after a user

1 sends a command to demand a program he wants to view, at step SP1, the short message  
2 generating means 12 receives the command and generates a demand short message with  
3 an authentication function, containing the video program the user demands for, according  
4 to the user's command, the demand short message containing a Format Identifier field for  
5 defining a format of said demand short message; a User ID for identifying a user identity,  
6 a Program ID field for indicating a video program demanded by a user, a Demand Time  
7 field for indicating the time for sending the demand, a Playback Time field for indicating  
8 the start time of video playing, an Optional field containing optional data that may  
9 describe said demand more precisely, and an Authentication field as an encrypted digest  
10 of all above fields.

11 An Authentication can be generated according to the following procedure. The  
12 Authentication field is generated according to the steps of: firstly, calculating a  
13 digest of all the above-mentioned fields by using a digest algorithm such as MD5;  
14 and then encrypting with a cipher algorithm such as 3DES the calculated digest by  
15 adopting a secret authentication key corresponding to short message generating  
16 means 12 and uniquely assigned in advance by the video delivering means, so as  
17 to generate an Authentication field.

18 Here, the other fields except the Authentication field can also be encrypted so as to  
19 make the demand short message sent by the user more secure and reliable. At this time,  
20 the Authentication field can be a field obtained by calculating a digest of all the other  
21 fields encrypted above and using a secret authentication key to encrypt.

22 Next, at step SP2, short message sending and receiving means 14 sends to demand  
23 short message processing means 15 at the side supplying a VOD service the demand short  
24 message with the authentication function.

25 Next, at step SP3, demand short message processing means 15 receives the demand  
26 short message sent by short message sending and receiving means 14, processes the  
27 received demand short message, extracts program-related information such as User ID  
28 and etc., and checks whether the user is legal by using the Authentication field.

1        Whether the user is legal can be checked according to the steps of: firstly,  
2        calculating the digest of such extracted fields as the User ID field, Program ID field,  
3        Format Identifier field, Demand Time field and Playback Time field by using a digest  
4        algorithm such as MD5; then encrypting with a cipher algorithm such as 3DES the  
5        calculated digest by adopting a secret authentication key uniquely and correspondingly  
6        allocated in advance by video delivering means 16 to short message generating means 12  
7        at a user end, so as to generate an Authentication field; and then checking whether the  
8        calculated Authentication field and the received Authentication field are identical.

9        If the two are identical, then at step SP4, it is determined whether the user sending  
10      the demand short message is a legal one. If the two is not identical, then it indicates the  
11      user is an illegal one and the process proceeds to step SP11 where demand short message  
12      processing means 15 records the illegal user and ends the process.

13      If at step SP94 it is determined that the user sending the demand short message is a  
14      legal one, then the process proceeds to step SP5 to determine whether the program  
15      demanded by the user needs to be encrypted.

16      If at step SP5 it is determined that the program demanded by the user needs to be  
17      encrypted, then the process proceeds to step SP6. At step SP6, it is determined that  
18      whether the program demanded by the user is sent by means of a conditional access  
19      system. If not, then at step SP8 a reply message containing at least an encryption key for  
20      encrypting the program content must be generated, sent to short message sending and  
21      receiving means 14 at the user end, and then provided to program playing means 13, so as  
22      to decrypt the received encrypted program content with the encryption key when playing  
23      back the program.

24      If at step SP5 it is determined that the program demanded by the user needs not be  
25      encrypted and at step SP6 it is determined that the program demanded by the user is sent  
26      by means of a conditional access system, then the process proceeds to step SP7 to  
27      determine whether it is necessary to send a reply message to the user end.

28      That is to say, at this time, if the program demanded by the user needs not be  
29      encrypted, then an encryption key needs not be sent; and although the program demanded

1 by the user is encrypted, since the encrypted content is sent by means of a conditional  
2 access system, it is unnecessary for demand short message processing means 15 to send  
3 an encryption key to the user end, which can be directly sent to program playing means 13  
4 through a special channel of the conditional access system.

5 If at step SP7 it is determined that a piece of confirmation information, i.e. the  
6 confirmation information indicating the user's demand has been received, should be sent  
7 to the user end, then at step SP8 the confirmation information is generated and sent to  
8 short message sending and receiving means 14, informing the user the demand has been  
9 received.

10 Next at step SP9, demand short message processing means 15 provides the  
11 extracted information related to the program demanded by the user to video delivering  
12 means 16, and video delivering means 16, according to the program information, sends  
13 the program content corresponding to the program ID to the user end indicated by the user  
14 ID at a suitable time. Meantime, program playing means 13 at the user end receives the  
15 program sent from video delivering means.

16 While embodiments have been described above in conjunction with drawings, the  
17 present invention is not limited to these embodiments and various changes may be made  
18 without departing from the spirit and scope of the invention as defined by the appended  
19 claims. For example, short message generating means 12 and program playing means 13  
20 can be integrated into one unit and configured in a conventional set-top box. In addition,  
21 the method shown in the above-mentioned flow chart of Figure 5 does not necessarily  
22 need to be executed according to the described sequence strictly and some steps can be  
23 skipped. For example, the demand short message may not be encrypted, and, of course,  
24 the demand short message processing means at the side supplying the VOD service needs  
25 not decrypt the received demand short message. In addition, the VOD method according  
26 to the present invention can be realized by using a computer program and recorded in a  
27 computer-readable recording media, and the whole system can be realized with the aid of  
28 a general purpose PC. With the VOD system and method of the present invention, it is  
29 no longer necessary to conduct a dual-directional reconstruction to an existing system

1 demanding a video program through a CATV cable, making those users without Internet  
2 access convenient. Meantime, the security is guaranteed, providing an operator with a  
3 good operating environment.

4 Variations described for the present invention can be realized in any combination  
5 desirable for each particular application. Thus particular limitations, and/or embodiment  
6 enhancements described herein, which may have particular advantages to a particular  
7 application need not be used for all applications. Also, not all limitations need be  
8 implemented in methods, systems and/or apparatus including one or more concepts of the  
9 present invention.

10 The present invention can be realized in hardware, software, or a combination of  
11 hardware and software. A visualization tool according to the present invention can be  
12 realized in a centralized fashion in one computer system, or in a distributed fashion where  
13 different elements are spread across several interconnected computer systems. Any kind  
14 of computer system - or other apparatus adapted for carrying out the methods and/or  
15 functions described herein - is suitable. A typical combination of hardware and software  
16 could be a general purpose computer system with a computer program that, when being  
17 loaded and executed, controls the computer system such that it carries out the methods  
18 described herein. The present invention can also be embedded in a computer program  
19 product, which comprises all the features enabling the implementation of the methods  
20 described herein, and which - when loaded in a computer system - is able to carry out  
21 these methods.

22 Computer program means or computer program in the present context include any  
23 expression, in any language, code or notation, of a set of instructions intended to cause a  
24 system having an information processing capability to perform a particular function  
25 either directly or after conversion to another language, code or notation, and/or  
26 reproduction in a different material form.

27 Thus the invention includes an article of manufacture which comprises a computer  
28 usable medium having computer readable program code means embodied therein for  
29 causing a function described above. The computer readable program code means in the

1 article of manufacture comprises computer readable program code means for causing a  
2 computer to effect the steps of a method of this invention. Similarly, the present  
3 invention may be implemented as a computer program product comprising a computer  
4 usable medium having computer readable program code means embodied therein for  
5 causing a function described above. The computer readable program code means in the  
6 computer program product comprising computer readable program code means for  
7 causing a computer to effect one or more functions of this invention. Furthermore, the  
8 present invention may be implemented as a program storage device readable by machine,  
9 tangibly embodying a program of instructions executable by the machine to perform  
10 method steps for causing one or more functions of this invention.

11 It is noted that the foregoing has outlined some of the more pertinent objects and  
12 embodiments of the present invention. This invention may be used for many  
13 applications. Thus, although the description is made for particular arrangements and  
14 methods, the intent and concept of the invention is suitable and applicable to other  
15 arrangements and applications. It will be clear to those skilled in the art that  
16 modifications to the disclosed embodiments can be effected without departing from the  
17 spirit and scope of the invention. The described embodiments ought to be construed to  
18 be merely illustrative of some of the more prominent features and applications of the  
19 invention. Other beneficial results can be realized by applying the disclosed invention in  
20 a different manner or modifying the invention in ways known to those familiar with the  
21 art. .